



Yanfeng(Leo) Liu

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Intellectual property

Dispute Resolution

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Working Language: Mandarin | English

Social Positions

- › Deputy Director of Trademark Committee of Beijing Lawyers Association
- › Mediator of Beijing Multi-mediation Center
- › Consults Experts of The Supreme People's Procuratorate
- › Lecturer of Western China Lawyers Association

Profile

- › Leo Liuis "The Outstanding Lawyer of Contemporary China", who has been repeatedly awarded the "China's Top 15 Litigation Lawyers" by the Asian Legal Business (ALB); and awarded "The A-List-Elite Lawyer " by China Business Law Journal. He has been engaged as a counsel by numerous well-known domestic and foreign enterprises and institutions, such as the Beijing Organizing Committee for the Olympic Games, Baidu, Tencent, Kingsoft, Xiaomi, Didi, Zhuanzhuan, Zuoyebang, Wanda Group, Bianlifeng, China National Gold Group Corporation, Aluminum Corporation of China Limited, Yili Group, Mango Excellent Media Co., Ltd, and the American organization of Certified Financial Planner, etc..

Liu has undertaken many IP protection projects of world-renowned sports venues or events, including the National Aquatics Center, the new venue for the 2022 Winter Olympics—the National Speed Skating Oval, and the Australian

Open. He also served as a consultant for the 2022 Winter Olympics and successfully completed various tasks, receiving praise from the project team.

Liu has participated in or successfully undertaken “CFP/AFP” serial cases of FINANCIAL PLANNING STANDARDS BOARD, Ltd. (the International Organization of Financial Accountants), the iPad case of Apple Inc., series of cases of “BAXI” and “BRAUNAIRE” of the Baxi Group in UK, the “ROCA” case of Roca Sanitaria S.A. in Spain, the “PIJEON” case of Pigeon Corporation of South Korea, and the “GLOVIS” case of an affiliate of Hyundai Group in South Korea.

A large number of cases represented by Liu were rated as top 10 intellectual property cases by The Supreme People’s Court of P.R.C. , Beijing High People’s Court and other provincial high courts, such as the “非诚勿扰” (If You are the one) trademark case, the “庆丰包子铺” (The Qing-Feng Steamed Dumpling Shop restaurant) trademark case, the “滴滴打车”(Didi) trademark case, the “中国黄金” (China Gold) trademark case, the “百度烤肉” (Baidu BBQ) trademark case, etc..

A large number of cases have been rated as the top 10 intellectual property cases by All China Lawyers Association, such as the retrial case of “采蝶轩” (Caidixuan) of the Supreme Court and the “小巨人” (Little Giant) trademark case of Beijing Bank.

Additionally, the “滴滴打车”(Didi) trademark case represented by Liu, the first case of China’s Internet Plus initiative, not only prompted the Chinese court to issue relevant explanations for the first time, but also led the court to adopt the opinions of the case; China’s first intelligent product voice command unfair competition dispute case (The first case of Chinese AI) “Baidu XIAODUXIAODU Case” was selected as one of the “Top 10 Nominated Cases of 2021 for Promoting the Process of Rule of Law in the New Era” by the Supreme People’s Court of P.R.C. and the China Media Group; The “中国黄金” (China Gold) trademark case has been rated as the most valuable case study in China.

Lectures and Publications

› Liu has given lectures many times under the invitation of governments, enterprises and institutions such as China Lawyers Association, China Intellectual Property Central Plains Forum, Beijing Normal University Law School, Tianjin Binhai High-tech Development Area, China Copyright Protection Center, IP Forest, Baidu, Yili, and 2022 Winter Olympic venues.

He has also authored many papers and books, including The Trademark Law Explanation and Practical Guidelines (《商标法精解与实务指引》), Analysis of the Rules for Judging Similar Goods in Trademark Infringement Cases Under the “Internet+” Environment (《“互联网+”环境下商标侵权案类似商品判断规则探析》), An Empirical Analysis of the Possibility of Service Mark Confusion——Taking the Qilu Securities Case and the Beijing Bank “Little Giant” Case as Examples(《“互联网+”环境下商标侵权案类似商品判断规则探析》) (one of the top 10 papers), Internet+ Enterprise Trademark Protection, Conflict and Resolution of the Right of trademarks and trade name (《商标权与商号权的冲突与解决》), etc..

Outstanding social contribution:Leo Liu established the “China Trademark Research Center” in the law firm, collected

China's first trademark regulation Trademark Registration Trial Regulations, the earliest registered trademarks, antique trademarks in various historical periods and many other documents and objects, providing important material evidence for the research of Chinese enterprises and trademarks. It was exhibited in the venues of the 2022 Winter Olympics and other places, contributing to the promotion of China's trademark intellectual property rights.
